

LISTING OF CLAIMS

1. (Allowed) An information delivery system, comprising:

a computer terminal; and

an information provider server,

wherein said computer terminal and said information provider server are connected with each other via a network;

wherein said information provider server transmits content having an information receiving program or a tag for an information receiving program to said computer terminal in response to being accessed by said computer terminal,

wherein said computer terminal executes a plurality of tasks, including a browser application, in a plurality of application windows simultaneously displayed on the computer terminal, and the content is displayed by the browser application in one window of the plurality of windows;

wherein said computer terminal accesses and retrieves delivery information from a predetermined server via the network by the browser application, and without changing information displayed in other windows of the plurality of windows, automatically displays the delivery information in the one window, in the case where, after said browser application displays the content in the one window, it is judged that an entering operation is not executed in the one window for a predetermined period of time by said information receiving program or the information

receiving program obtained by the tag, even when an entering operation is executed in the other windows during the predetermined period of time; and

wherein said information receiving program is terminated when an entering operation is executed in the one window to access information other than the content transmitted by the information service provided or to close the one window.

2. (Allowed) The information delivery system according to claim 1, further comprising:
an information delivery server connected to the network,

wherein said information delivery server provides the delivery information in response to being accessed by said computer terminal.

3-6. (Canceled)

7. (Allowed) An information delivery program delivered according to a Web page obtained from an information provider server via a network and displayed by a browser application in one window of a plurality of windows simultaneously displayed on a computer that executes a plurality of tasks, including the browser application, in the plurality of windows, causing the computer to execute:

an entering operation judgment function for judging that an entering operation by a user is not executed for said Web page obtained via the network and displayed on the computer for a

predetermined period of time under a condition that said Web page obtained via the network is displayed;

a content obtaining function for obtaining content by the browser application from a predetermined server via the network in the case that it is judged that the entering operation by the user is not executed for said Web page by said entering operation judgment function, even when an entering operation by the user is executed in other windows of the plurality of windows during the predetermined period of time; and

a content display function for displaying the content obtained by said content obtaining function in said Web page, without changing information displayed in the other windows;

wherein said information receiving program is terminated when an entering operation is executed in the one window to access another Web page other than said web page or to close the one window.

8. (Canceled)

9. (Allowed) The information delivery program according to claim 7, causing the computer to further execute a display restart function for restarting display of the Web page in a case where a predetermined entering operation to the browser application displaying the content is executed by user, after the content is displayed in place of the displayed Web page by said content display function.

10. (Currently Amended) The information delivery program according to claim 7, causing the computer to further execute:

a category specifying function that specifies a category for which the user desires to obtain content from the predetermined server; and

a writing function that writes information regarding the category specified by said category specifying function into a cookie as user information, said cookie being transmitted to the information provider server by said browser application when said browser application accesses said predetermined server[.];

a category specifying function that specifies a category for which a user desires to obtain the alternate content; and

a writing function that writes information regarding the category specified by said category specifying function into a cookie as user information, said cookie being transmitted to the information provider server by said browser application when said browser application accesses said information provider server.

11-13. (Canceled)

14. (Allowed) A server which is connected to a network and provides a computer apparatus connected to the network with a predetermined program, wherein the computer apparatus executes a plurality of tasks, including a browser application, in a plurality of application windows simultaneously displayed on the computer apparatus, said server comprising:

an accepting means of a program receiving request for accepting a program receiving request executed based on tag information contained in an HTML content which is obtained by the computer apparatus from an information provider server via the network; and

a program providing means for providing an information receiving program based on the program receiving request, the information receiving program being for accessing a predetermined server via said network from the computer apparatus to pull alternate content which is to be displayed by the browser application in place of the HTML content displayed in one window of the plurality of windows on the computer apparatus, without changing information displayed in other windows of the plurality of windows, in the case where, after the HTML content is displayed in the one window, no operation is executed in the one window for a predetermined period of time, even when an entering operation is executed in the other windows during the predetermined period of time.

wherein said information receiving program is terminated when an entering operation is executed in the one window to access information other than the HTML content transmitted by the information service provided or to close the one window.

15-18. (Canceled)

19. (Allowed) An advertising information delivery method for delivering advertising information to a viewer computer terminal via a network, wherein the viewer computer terminal

executes a plurality of tasks, including a browser application in a plurality of application windows simultaneously displayed on the viewer computer terminal said advertising information delivery method comprising the steps of:

embedding an information receiving program in the HTML content obtained by the viewer computer terminal by accessing an information provider server via the network;

supervising an entering operation for said HTML content displayed by the browser application in one window of the plurality of windows of said viewer computer terminal by use of the information receiving program after the HTML content is displayed in the one window of the viewer computer terminal;

delivering the advertising information to the viewer computer terminal from a predetermined server via the network when it is judged that the entering operation is not executed for said HTML content displayed in the one window of said viewer computer terminal for a predetermined period of time by said information receiving program, even when it is judged that an entering operation is executed in other windows of the plurality of windows during the predetermined period of time;

displaying the advertising information in the one window without changing information displayed in the other windows; and

terminating said information receiving program when wherein said information receiving program is terminated when an entering operation is executed in the one window to access information other than said HTML content transmitted by the information service provided or to close the one window.

20. (Allowed) The advertising information delivery method according to claim 19, wherein it is determined whether a predetermined operation is executed or not for the viewer computer terminal, and when the predetermined operation is executed, the advertising information is delivered without awaiting a passage of the predetermined period of time.

21-22. (Canceled)

23. (Allowed) The information delivery system according to claim 1, wherein said information receiving program includes:

a category specifying function that specifies a category for which a user desires to obtain the delivery information; and

a writing function that writes information regarding the category specified by said category specifying function into a cookie as user information, said cookie being transmitted to the information provider server by said browser application when said browser application accesses said information provider server.

24. (Allowed) The advertising information delivery method according to claim 19, further including the steps of:

specifying a category for which a viewer desires to obtain advertising information by use of a category specifying function of said information receiving program;

